

## Message Text

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12

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
----- 038392

R 090815Z SEP 76  
FM AMEMBASSY SINGAPORE  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6143  
AMEMBASSY KUALA LUMPUR  
AMEMBASSY JAKARTA

UNCLAS SINGAPORE 4214

E.O. 11652: N/A  
TAGS: BEXP, SN  
SUBJECT: FY-1978 TRADE CENTER EVENT SCHEDULE

REF: A) USDOC 15259, B) SINGAPORE 3913

1. REF A REQUESTS COMMENT ON DESIRABILITY OF  
SCHEDULING ELECTRONIC COMPONENTS EXHIBITION IN SINGAPORE  
IN FY '78, AS REPLACEMENT THEME FOR METALWORKING EQUIPMENT.

2. EMBASSY FY 78 RECOMMENDATION FOR METALWORKING  
THEME WAS FOR AN OFFSITE EVENT IN SINGAPORE, NOT REPEAT  
NOT A TC EVEN (PARA 12 OF FY 78 CCP INPUT, SINGAPORE 2229).  
FY 76 METALWORKING EXHIBIT HERE IN EMBASSY JUDGEMENT  
FAILED TO PROPERLY EXPLOIT MARKET AND  
BORDERED ON BEING A CATALOG SHOW. IF USDOC INTENDS  
TO AGAIN DISREGARD EMBASSY RECOMMENDATION FOR OPTIMAL  
EXPLOITATION OF THIS THEME, WE SEE LITTLE BEING LOST  
BY SUBSTITUTING ANOTHER SUITABLE THEME.

3. EMBASSY HAS NOT TO DATE RECOMMENDED AN EXHIBIT  
ON ELECTRONIC COMPONENTS, BECAUSE WE HAVE FELT THIS  
TO BE A LARGELY CAPTIVE MARKET, AND ONE ALREADY LARGELY  
DOMINATED BY U.S. SUPPLIERS. SEVERAL COMPONENT  
MANUFACTURERS WERE INCLUDED IN SEPTEMBER, 1974 EIPT EXHIBIT  
HERE; THEY GENERATED LITTLE BUYER INTEREST (SEE MARKET/  
PRODUCT ANALYSIS SECTION OF 74 SINGAPORE A-192).

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4. MOST RECENT MARKET RESEARCH ON THIS THEME IS 1973 EMBASSY DESK STUDY (73 SINGAPORE A-196). IT DOES NOT ADEQUATELY ADDRESS CAPTIVE MARKET QUESTION, AND BADLY NEEDS UPDATING. FOR EXAMPLE, BASED ON 1972 STATISTICS IT CHARACTERIZES MARKET FOR INTEGRATED CIRCUITS AS "NEGLIGIBLE", HOWEVER, 1975 U.S. FOREIGN TRADE STATISTICS SHOW (CODE 7293083) SINGAPORE INTEGRATED CIRCUIT IMPORTS FROM THE U.S. OF \$7.4 MILLION. ALSO, SINCE LAST RESEARCH, SINGAPORE PRODUCTION OF ELECTRONIC COMPONENTS HAS GROWN DRAMATICALLY (OVER US\$200 MILLION IN 1975).

5. ELECTRONIC COMPONENT THEME APPEARS LARGE ENOUGH AND GROWING FAST ENOUGH TO MERIT EXHIBIT PROVIDED (AND IT IS A VITAL PRVISO) THAT SUFFICIENT SHARE IS "FREE". TARGET INDUSTRY COMPUTER PRINTOUT SHOWS 1975 U.S. EXPORTS TO SINGAPORE IN THIS CATEGORY OF US\$12 MILLION. HOWEVER, THIS DOES NOT INCLUDE SEVERAL LARGE AND PROBABLY CAPTIVE CATEGORIES LISTED UNDER EIPT (CODES 7293093, 7293095).

6. IN SUMMARY, EMBASSY CONCURS IN ELECTRONIC COMPONENTS THEME SUBSTITUTION, CONTINGENT ON POSTIVE UPDATED CONTRACT RESEARCH, WITH PARTICULAR FOCUS ON "NON-CAPTIVE" MARKET.

7. IN CONCLUSION, WOULD PARTICULARLY LIKE TO DRAW USDOC ATTENTION TO PARA 4, REFTTEL B, WHICH POINTS OUT THAT USDOC HAS ONE TOO MANY SINGAPORE TC EVENTS SCHEDULED FOR FY '78. ONE SOLUTION MIGHT BE TO DROP METALWORKING THEME AND NOT REPLACE IT. WOULD APPRECIATE USDOC COMMENTS.  
GRANT

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## Message Attributes

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